

LEADING A **PARADIGM SHIFT**  
IN THE WORLD OF LEGAL SERVICES



# THE SDD GLOBAL ADVANTAGE

SDD Global Solutions Pvt Ltd is a 24/365, state-of-the-art, high-end legal services KPO (knowledge process off-shoring) company, incorporated and headquartered in Mysore, India. We are the only legal services KPO in India managed by an American law firm. We were formed by Smith Dornan Dehn, the Manhattan-based international media and intellectual property firm, which has most of its clients in New York, Los Angeles, and London. SDD Global is approved by the Government of India (STPI) as an IT-Enabled Services company, and funded in part by State Bank of India, the country's largest bank. We provide professional solutions, by leveraging information technology and a high-quality workforce for clients worldwide. In doing so, we are solving one of the most pressing problems of Western business, namely, the inefficiencies of having legal work done in locations that are the among the most expensive, and often the least productive.

That is why we have been hired by so many of the world's leading corporations, including some of the best-known retail brands in the world, several of the largest U.S. book publishers, several major television and motion picture companies, a number of large insurance companies, as well as law firms and other clients. We are solving an urgent problem in the world of legal services.

## WHAT WE DO

LITIGATION SUPPORT  
IMMIGRATION VISAS  
LEGAL RESEARCH  
LEGAL DRAFTING  
IPR ENFORCEMENT  
IPR REGISTRATIONS  
HEALTH INSURANCE CLAIMS  
ACCOUNTS MANAGEMENT  
DOCUMENT MANAGEMENT



# TRACK RECORD

## **Success Story: Case Is Turned Around Overnight**

A Fortune 100 company in New York faces a multi-million dollar lawsuit in Alabama, by a plaintiff company that had agreed in writing that any dispute would be brought only in New York. Big firm local counsel in Alabama advises the client that a motion to dismiss will not succeed, and cites authorities. In-house counsel at the Fortune 100 client asks SDDGS to prepare a memorandum on the subject. Overnight, SDDGS does research and provides a memo, allowing in-house counsel to conclude that the local counsel was wrong, and that the case can be dismissed.

## **Success Story: Case Dismissed**

A Fortune 100 company is sued in California for \$40 million, by a plaintiff who sends the complaint to the media, but does not serve it. Over the weekend, without waiting for the complaint to become available from the Court, SDDGS prepares a roadmap for dismissal, based on news reports of the claims. When a copy of the actual complaint is obtained, SDDGS quickly makes a few revisions, and the roadmap, complete with citations for dismissal, is used in oral argument at a court conference, after which the Judge states that the complaint has no merit. The Court persuades the plaintiff to withdraw the suit.



## TESTIMONIALS

“The research and memo from SDDGS lifted my spirits. It’s really well written and clear, by the way. Let your Indian team know that I applaud and thank them. Thank you!”

Bonnie Bogin, Senior Vice President for Litigation, Fox Entertainment Group

“Thanks so much for the litigation support that you’ve provided in our various copyright litigations in the U.S. Your teamwork with the U.S. lawyers has led to impressive results, in terms of quality, efficiency, and speed.”

Roy S. Kaufman, Legal Director, John Wiley & Sons, Inc.

# WHY SDD GLOBAL IS NOW THE INDUSTRY LEADER

In its 2006 bulletin on legal off-shoring in India, the financial and market research company, ValueNotes, listed the formation of SDD Global as the top news item of the year. We have developed our strategy and services to the point where we now lead the legal process off-shoring industry in several ways:

## **1. The Only Legal Services KPO Managed by an American Law Firm**

SDD Global is the only legal services KPO in India that is managed by an American law firm. For our Western clients, this means both quality assurance and accountability. Our legal associates are top law graduates and experienced legal advocates and/or former law professors from some of the best law firms and law schools in India, and those associates in turn are trained and supervised by respected U.S. and/or U.K. attorneys or solicitors. Those licensed Western attorneys and solicitors are accountable to our Western clients.

## **2. One of Only a Handful Focusing on High-End Services**

SDD Global is among the two or three pioneers in focusing not on clerical work, but rather on higher-value services, such as legal research, legal drafting, im-

migration visa processing, intellectual property registrations, and a host of other high-end functions.

## **3. A Magnet for the Best Talent from Our Few Competitors**

SDD Global is attracting many of the best U.S.-law-trained Indian lawyers from our few competitors in the legal services KPO industry. For example, many of the top professionals from India's first high-end legal services KPO, have left that company and joined us. These include that company's India Head of Operations, Head of Legal Research and Briefing, and several of its best researchers, drafters, trainers, and others.

## **4. The Only High-End Legal Services KPO in the Best Location**

Unlike its few competitors, which are based in Bangalore, Delhi or Mumbai, SDD Global has established its operations center in the beautiful city of Mysore, now the ideal business location in India, with less than half the cost of living, and half the employee attrition rates. For more information regarding the many advantages of Mysore, please refer to the "Why Mysore?" section on the next page.



# WHY INDIA?

Because the advantages to our clients are dramatic. For the salary of one paralegal at a Western law firm, we can provide eight U.S.-law-trained, better-qualified attorneys in India to perform much of the same work that lawyers now provide in the West. For the price of one square foot of office space in New York, we rent 43 times that amount of space in India. Due to the time difference in India, as well as our 24/365 operations, we also can cut response time in half.

The annual market for legal services in the US and the UK exceeds \$200 billion. At least half of that work can be done in India, where English-speaking law students are graduating at the rate of 80,000 per year. India will be the leader in off-shoring of legal services, not only because of cost benefits, but also because of quality. For example, of particular relevance to higher-end legal services, is the fact that India, unlike China and other off-shoring destinations, provides all higher education and court proceedings in English, such that there is a vast pool of fluent English-speaking job candidates.



# WHY MYSORE?

Because Mysore is the ideal business location in India. As accurately predicted by one of India's two major newspapers last April, "the city's credentials as an emerging centre for knowledge-based services, and the next major hub for business process outsourcing, will be further vindicated when New York-based Smith Dornan Dehn launches its legal service off-shoring business from Mysore." Although it is only two to three hours from Bangalore, the beautiful city of Mysore stands apart from India's congested and increasingly inflation-ridden major urban

centers. Yet it is in an area that hosts many of the universities and law colleges that serve as incubators for thousands of the best-qualified job candidates in the legal and information technology fields every year.

A comprehensive survey has demonstrated that in relation to large Indian cities like Bangalore, Delhi, Mumbai, and Chennai, Mysore has less than half the cost of living, approximately half the salary costs, and half the rate of employee attrition.

# LITIGATION SUPPORT

- Multiple teams of law professionals, who are highly trained in US and UK law, serve clients in an expeditious and cost-effective manner around the clock, adding approximately 12 hours to the normal litigation workday, and making a radical difference in both expense and result to any litigation
- Our litigation support professionals are all top law graduates, experienced legal advocates and/or former law professors in India- all trained and supervised by accomplished U.S. and/or U.K. attorneys/solicitors
- SDD Global's litigation support team offers a wide range of legal services, including pre-litigation support, legal drafting, document review and management, trial preparation, case management, and legal research

## TWO EXAMPLES OF SERVICE OFFERINGS:

**Legal Research:** Our teams can perform Lexis/Nexis, Westlaw and other research in virtually any jurisdiction or area of the law.

## **Legal Drafting:**

Our experienced lawyers can expeditiously and cost-effectively draft any of the following materials and beyond:

- summonses and complaints
- motion papers
- legal briefs and memoranda
- discovery requests and responses
- appeal papers, including notices and briefs
- petitions for certiorari
- summaries of witness statements
- deposition digests
- print, videotape, and animation exhibits for trial
- any other litigation papers
- employment manuals
- licenses and other contracts



# IMMIGRATION SUPPORT



**BIRDS DON'T NEED VISAS. FOR EVERYONE ELSE, THERE'S SDD GLOBAL.**

Trained SDD Global personnel do not practice U.S. immigration law, but provide affordable immigration solutions for businesses and professionals in all industries and fields, as well as individualized assistance with routine immigration processing. SDD Global will provide referrals upon request to established U.S. lawyers anywhere in the United States, and for any country in the world.

SDD Global provides the following immigration services:

## **1 Processing of "Specialists" in their field, expert in the alphabet soup of U.S. Immigration**

SDD Global provides comprehensive assistance with O-1 visas ("extraordinary workers"), P visas (for entertainers and individuals with "culturally unique" skills), H visas (specialists in their particular field), J visas (college and graduate students and professional development training programs), L visas (transfers of managerial executive and highly skilled workers of multinational corporations), B visas (business travelers), and I visas (foreign journalists and other media personnel), and many other visa categories.

## **2 Permanent Resident ("Green Cards") and Naturalization Processing**

SDD Global also provides assistance with employment-based and family-based applications for permanent residency, as well as the Diversity Visa Lottery, and applications by permanent residents for United States Citizenship.

## **3 Employment Eligibility Verification System**

It is expected that mandatory electronic verification systems will be put into effect for all U.S. employers. SDD Global has devised a fail-safe secure system that will be very cost-effective to its U.S. clientele and meet their needs.

## **4 Online Immigration Assistance**

Our Application Service Provider ("ASP") allows SDD Global to interact 24/7 with clients, their employers and supervising attorneys on visa petitions and applications with password-protected individual accounts through a secured server. SDD Global assigns a Case Assistant to every individual being processed by SDD Global who makes sure that all documents, filings, queries and attorney communications are done in a timely and effective manner.

# TOP MANAGEMENT

## **RUSSELL SMITH – PRESIDENT AND CHAIRMAN**

A Columbia Law graduate and former partner at Frankfurt Kurnit Klein & Selz, Mr. Smith has over 22 years of experience as an attorney and litigator, and a decade of experience in running a law firm. He is the managing attorney of the media and intellectual property firm, Smith Dornan Dehn. (see [www.sddlav.com](http://www.sddlav.com)). His clients have included HBO, Sacha Baron Cohen, Sony Pictures Television, Twentieth Century Fox, Philip Glass, MTV Networks, Universal Records, Simon & Schuster, Channel Four Television, and Penguin Books.

## **VIJAY NATH BHAT – DIRECTOR FOR BUSINESS AFFAIRS**

Mr. Bhat, a corporate lawyer and highly active participant in SDD Global, is the former nationwide general manager of Corporation Bank, one of the best-rated public-sector banks in India, where he was responsible for over 11,000 employees. He is the acclaimed author of several books, and countless articles on management and other subjects.

## **CHRIS MATCHETT – FINANCE AND STRATEGY CONSULTANT**

Formerly Vice President of Goldman Sachs, Managing Director at Merrill Lynch, and Vice President of Union Bank of Switzerland, and having received his MBA from Harvard Business School, Mr. Matchett is applying his skills to structuring transactions that will help propel the growth of our company, as well as advising on other strategic matters.

## **FRANK DEHN – EXECUTIVE VICE PRESIDENT FOR U.S. OPERATIONS**

A Harvard Law graduate, Mr. Dehn is a seasoned litigator and counselor at SDD, specializing in media and intellectual property law. From 2002 to 2004, Mr. Dehn was a Visiting Professor at the prestigious Newhouse School of Public Communications at Syracuse University, where he taught graduate classes in Media Law. He also is a former on-air correspondent for Court TV, and holds a Masters Degree from the Columbia Graduate School of Journalism.



# TOP MANAGEMENT

## **EAMONN DORNAN – EXECUTIVE VICE PRESIDENT FOR IMMIGRATION SERVICES**

Eamonn Dornan is a specialist in immigration law and general litigation with SDD in New York. Mr. Dornan is Human Rights Chair of the Irish American Unity Conference, a board member of the Emerald Isle Immigration Center, and a member of the Immigration and Nationality Committee of the Association of the Bar of the City of New York. Mr. Dornan also has been active in legislative affairs, resulting, for example, in the Irish Peace Process Cultural and Training Act of 1998 (the Walsh Visa Program), drafted in part by Mr. Dornan.

## **AARON GEORGHIADES – EXECUTIVE VICE PRESIDENT FOR LITIGATION SERVICES**

Mr. Georghiadis is a dynamic attorney who has brought major clients to SDD and SDD Global, including, for example, publishing giants John Wiley & Sons, Pearson Education, and Elsevier. He is admitted to the Federal Courts in several States, and is also in the process of being admitted as a solicitor in the UK. He has trained SDD Global's litigation support department. He is also slated in 2007 to establish SDD's office in London, where SDD already has nearly 100 clients.

## **TOM SHANKAR IYER – EXECUTIVE VICE PRESIDENT FOR DEVELOPMENT**

With 24 years of experience in high-level management and marketing at such companies as Oracle, Ernst & Young, and Motorola, including 19 years in Silicon Valley, Mr. Iyer is a world-class addition to our team. He is a graduate of premier engineering and business schools (REC, Calicut and IIM, Calcutta), and he is a certified Project Management Professional from PMI in Pennsylvania. Most recently, he was Senior Vice President of Reliance Infocomm, one of India's largest telecommunications companies. Mr. Iyer is assisting us in every aspect of our rapid development.

## **SANJAY BHATIA – HEAD OF OPERATIONS**

Prior to joining us, Mr. Bhatia was the country's Head of Operations for one of our few competitors, which he helped establish, incorporate and manage in Bangalore. A graduate of top-ranked National Law School, and fully trained in U.S. legal matters, Sanjay is probably the leading lawyer in India in the field of U.S. legal research and drafting.



# HOW WE TURN NIGHT INTO DAY

## NIGHT IN THE UNITED STATES

**7:00PM**

Client emails task to India and/or discusses with U.S.-licensed attorney at SDDGS.

**7:30PM**

Client goes out to dinner, or has dinner with family.

**8:30PM**

Client puts children to bed.

**11:00PM**

Client goes to sleep, knowing that the matter is being taken care of by SDDGS.

**12:30AM**

Client continues to sleep soundly.

**1:30AM**

Client briefly wakes up, then remembers there is nothing to worry about, and goes back to sleep.

**6:00AM**

Client's alarm clock rings



**7:00AM**

Client has breakfast and starts getting kids ready for school.

**9:00AM**

Client arrives at desk, finds memo with questions answered, problem solved, and recommendations from U.S.-licensed attorney.

**8:30AM**

U.S.-licensed attorney receives, discusses with client, and arranges SDDGS work allocation meeting.

**9:00AM**

Appropriate project team and quality control manager are assigned and briefed by U.S.-licensed attorney.

**10:00AM**

Lexis research is well under way, by team of U.S.-law trained, experienced, Indian attorneys.

**12:30PM**

Quality control manager has been monitoring each project team member to ensure the research is on track.

**2:00PM**

Quality control meeting with project team and U.S.-licensed attorney is held to discuss research results, loose ends, any work re-allocation needed.

**3:00PM**

Drafting assignments are allocated, for memo to client.

**7:30PM**

Draft client memo is emailed to New York for final review and editing by U.S. attorney.

**8:30PM**

Final client memo is emailed to client, with recommendations and advice from U.S. attorney.

**10:30PM**

SDDGS night shift already has been briefed on the entire matter, and is ready to implement the recommendations, such as drafting of motion papers.

## DAY IN INDIA



# FINANCIAL INFORMATION FOR INVESTORS

We already have received an inspiring vote of confidence in the form of funding not only from investors, but also from India's largest bank, The State Bank of India. This has helped us move from a start-up phase into revenue generation.

We are now in the process of obtaining additional, multi-million-dollar investment from angel and venture capital investors. This will enable us to:

- more rapidly expand and scale up our delivery capabilities, including the construction of our own facility to accommodate 6500 employees, and
- widely market our services, to penetrate whole industries and reach every Fortune 1000 company.

We project that these capital investments will enable us to generate over \$250 million in surpluses within five years.



Our realistic exit strategies for investors include an IPO on the consistently bullish Mumbai stock exchange. Valuation factors include (1) the experience and cohesion of our management team, several of whom have been working closely for nearly a decade, (2) the vastness of the potential market, estimated at over \$100 billion, (3) competitive advantages that no other legal services KPO can match, such as management by a U.S. law firm, a ready-made pool of available clients, a unique niche in the media, entertainment and U.S. immigration fields, and an ideal business location, (4) our stellar roster of early clients, including Fortune

100 and Fortune 500 companies, and (5) the unsurpassed passion and commitment of SDD Global's founders and top management.

Our investors currently include financial advisors and analysts, stock brokers, marketing experts and others from such companies as Goldman Sachs, Merrill Lynch, Barclays Capital, Louis Dreyfus Commodities Suisse, and Cisco Systems. For more information, including access to our full Business Plan, Five-Year Financial Projections, and 12-Month Cash Flow Projection, and to discuss these matters further, please contact Russell Smith at [rsmith@sddl.com](mailto:rsmith@sddl.com).

# CONTACT US



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